

King, Valerie A.

From: King, Valerie A.
Sent: Tuesday, September 09, 2003 1:25 PM
To: 'Kimberly Prchal'
Cc: Kelli Hogeland; Gogova, Maria
Subject: RE: EHCK6/02/03 Print and Radio ADs for Review

Sensitivity: Confidential

DSS: No

Kim:

I have only two requested changes:

-In the three print ads - please revise "overnights and returns" to read "overnight stays and returns"

-In the first radio ad, second and third sentences - please correct "Marlboro Light" to read "Marlboro Lights".

Please provide me with final, revised ads for our files. If any questions, please let me know.

Thanks,
Valerie

-----Original Message-----

From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Thursday, September 04, 2003 2:52 PM
To: valerie.a.king@pmusa.com
Cc: Kelli Hogeland
Subject: EHCK6/02/03 Print and Radio ADs for Review
Sensitivity: Confidential

Valerie,

Attached are the proposed print and radio advertisements MDS would like to use for the upcoming EHCK6/02/03 study. These specific ads refer to Marlboro Lights and Non-Menthol smokers.

We plan on using print ads in local newspapers and on flyers. Kelli please correct me if I am wrong, but the billboard "Smokers - UP to \$2700" ads will remain in place until early Nov. Kelli, are you planning on replacing with these ads due to the stipend amount change? Also, are you planning on using any of these ads on buses?

The radio ads are :30 spots and would be run at specific times on certain stations.

We would like to start advertising and recruiting for this study on 13 Sep 2003.

Please let me know your comments.

Thanks
Kim

Kimberly M. Prchal
Senior Project Manager
MDS Pharma Services - Lincoln, NE

kimberly.prchal@mdsps.com
402.437.4773